

More breakthroughs for Constant Discount Pricing

We started by reducing our regular prices on over 2,000 key grocery items every week and brought food costs down wherever we do business.

But we're not stopping there

Now...Miracle rolls back national brand bread prices. by 5¢ a loaf

When we launched Constant Discount Prices we lowered the price of Champlain, Miralite and some Tudor Products. Effectively immediately, we're now lowering our regular prices by 5¢ on all other breads, such as all Dempster Brands, General Bakeries etc. But you won't see this decrease on the price tag.

So here's what to do:

- Buy any of the National brands of breads we carry.
- Whatever the price sticker says, you will pay 5¢ less when you checkout. Our cashiers have all been informed to deduct 5¢ from the price shown on the bread. We are applying a 5¢ off sticker on all products affected.
- The only brands not included are Champlain, Miralite and Tudor. We already dropped these prices when we launched Constant Discount Pricing.
- You will pay 5¢ less than the price shown on the bread until the bakeries show this reduction on the price tags. As soon as this happens, we will let you know. At that point, you'll pay what the price tag reads...but it will be 5¢ lower than it is today.

Miracle is for real about reducing your everyday food costs!

Here are a few examples: These are NOT limited-time "specials". These are our new, lower regular prices!

 Partly Skimmed 2% Fresh Milk 3 qt. bag 1.89 Was \$2.07 Save .09	 Canada First Grade Miracle Food Mart Butter 1 lb. pkg. 1.98 Was \$2.07 Save .09	 Champlain White Sliced Bread 24 oz. loaf .59 Was .70 Save .11	 Processed Kraft Single Cheese Slices 500 g pkg. of 24 2.51 Was \$3.09 Save .58	 Cut from Best Quality Grade A Beef Chuck Cross Rib Roast 4-6 lb. size 1.88 lb.	 Cut from Best Quality Grade A Beef No Cap Rib Steaks Broil or Pan Fry 2.98 lb.
Kraft Peanut Butter 1 kg jar Was \$5.59 4.25 Save \$1.34	Heinz Tomato Ketchup 32 fl. oz. bot. Was \$2.26 1.78 Save .48	Chunk Light Clover Leaf Tuna 5.5 oz. tin Was \$1.49 1.29 Save .20	Condensed Campbell's Tomato Soup 10 fl. oz. tin Was .40 .31 Save .09	Cut from Best Quality Grade A Beef Lean Stew Beef lb. A cold weather favourite 1.98 lb.	Oven Ready Utility Grade Frozen Chickens 3-4 lb. size .98 lb.
Kellogg's Corn Flakes 675 g box Was \$1.76 1.42 Save .34	Nabisco Shreddles 675 g box Was \$1.73 1.39 Save .34	Liberty Vegetable Oil 3 litre bot. Was \$3.69 2.99 Save .70	Granulated Miracle Food Mart White Sugar 2 kg pkg. Was \$1.99 1.39 Save .60	Cut from Best Quality Grade A Beef Chuck Steaks lb. Best when pan fried with liquid 1.58 lb.	Frozen Chicken Legs Part back attached sold in 4.4 lb. bot. Ctn. at \$5.24 Was \$1.78 1.19 Save .59 lb.
Assorted Flavours Frontenac Ice Cream 2 litre ctn. 1.56	Mira Lite White Sliced Bread 450 g loaf Was .57 .51 Save .06	Plain Ragu Spaghetti Sauce Was \$1.59 1.43 Save .16	Plain or Cream Steinberg Cookies 400 g pkg. Was \$1.49 1.39 Save .10	Ground from 100% Beef Regular Ground Beef lb. 1.48 lb.	Picnic Style Smoked Pork Shoulder lb. 1.19 lb.
Condensed Campbell's Mushroom Soup 10 fl. oz. tin Was .50 .39 Save .11	ABC Sockeye Salmon 7 1/2 oz. tin 2.16	Miracle Food Mart Hot Dog & Hamburger Buns pkg. of 8 Was .80 .61 Save .19	Whole Choice Bright's Tomatoes 28 fl. oz. tin Was .89 .88 Save .01	Ground from 100% Beef Medium Ground Beef lb. Ideal for chili 1.98 lb.	Swift's Sliced Premium or Lazy Maple Side 500 g Was \$2.58 2.23 Save .35 pkg.
Orchard King Pure Apple Juice 48 fl. oz. tin Was \$1.21 1.09 Save .12	Assorted Grinds Nabob Coffee 1 lb. pkg. Was \$3.61 3.19 Save .42	Macaroni and Cheese Kraft Dinner 225 g pkg. Was .59 .45 Save .14	Windsor Table Salt 1 kg pkg. Was .59 .48 Save .11	Cut from Best Quality Grade A Beef Beef Braising Ribs Best when braised with liquid 1.58 lb.	Regular or All Beef Maple Leaf Wieners 1 lb. pkg. Was \$2.48 1.79 Save .69 pkg.
Soft Imperial Margarine 1 lb. tub 1.19	With Peppin Raspberry or Strawberry No Name Jam 750 ml jar 1.62	Miracle Food Mart White Vinegar 2.5 litre jug 1.85	Pure FBI Apple Juice 48 fl. oz. tin 1.27	Fresh Ontario Quality Pork Leg of Pork Roasts 5-7 lb. size built portion 1.19 lb.	Grade A Beef Beef Braising Ribs Best when braised with liquid lb. 1.58 lb.
Frozen Assorted Varieties Brookpark Dinners 11 oz. pkg. 1.25	Creamy or Super Chunk Skippy Peanut Butter 750 g jar 3.37	Pieces and Slices Four Star Mushrooms 10 fl. oz. tin in Syrup Sliced .77	Assorted Varieties Duncan Hines Cake Mixes 520 g pkg. 1.19	Fresh Ontario Quality Pork Leg of Pork Centre Cut Roasts 4 lb. avg. size centre portion 1.29 lb.	Cut from Best Quality Grade A Beef Brisket Plate Beef lb. .88 lb.
Christie's Premium Plus Crackers 450 g pkg. 1.16	Miracle Food Mart Tomato Ketchup 1.5 litre jar 2.65	No Name Peaches 28 fl. oz. tin .98	Carnation Evaporated Milk 385 ml tin .58	Fresh Ontario Quality Pork Leg of Pork Centre Cut Roasts 4 lb. avg. size centre portion 1.89 lb.	Cut from Best Quality Grade A Beef Centre Sliced Beef Shank 1 lb. ideal stew cut 1.58 lb.

SUPPORT Junior B Hockey in Your Area
 Miracle will be sponsoring the OHA Junior B Hockey Tournament December 28-29 Kitchener Auditorium

NO DEALERS PLEASE

We're a little smarter...

ALL CONSTANT DISCOUNT PRICES EFFECTIVE UNTIL MIRACLE FOOD MART RECEIVES CHANGES FROM SUPPLIERS. ALL OTHER PRICES EFFECTIVE UNTIL TUES. NOV. 17, 1981 EXCEPT BAKERY ITEMS UNTIL SAT. NOV. 14, 1981 'WAS' REFERS TO OUR PREVIOUS SELLING PRICE 'SAVE' REFERS TO THE MINIMUM SAVING OVER OUR REGULAR SELLING PRICE.